

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017

TO: Distribution

DATE: January 26, 1999

FROM: Phyllis E. LaRusso *PEL*

SUBJECT: 1999 VIRGINIA SLIMS "DUELING DIVAS" MEDIA BRIEF

Attached are the specifics for the 1999 Virginia Slims "Dueling Divas" program.

Please provide a plan recommendation to us by the end of February.
Please note that we are still awaiting Community Marketing dollars.

Please call me if you have any questions.

Distribution:

A. Ballis (LB)
D. Gonzales (LB)
A. Mateus (LB)

cc: R. Camisa
M. Gennaro
D. Hingst
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